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| THE **PROBLEM DEFINITION** FORM  Define with clarity the problem you are trying to solve. | Company’s Name |

A: WHAT IS THE PROBLEM YOU ARE TRYING TO SOLVE?

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| --- |
| *Type a compact name for the problem* |
| *Describe the ecosystem in which the problem exists* |
| *Describe how the problem impacts the key-users* |
| *Describe the growth patterns of the problem* |
| *Describe the ideal state – assuming the problem was ‘magically’ solved* |

# **Name the problem**

The essence of the problem in a sentence

# **The environment**

What is the ecosystem in which the problem exists? Who are the key users or impacted entities?

Who are the key players, stakeholders, market forces, and entities with a

vested interest?

# **The current state**

What are the symptoms and the impact of the problem? How do involved parties experience it?

What is the identified or plausible root cause? What are the conditions or events that trigger it?

# **The dynamics**

When did the problem first appear and how fast is it growing in terms of impacted entities?

What is the expected growth of the problem?

Are there known attempts to address the problem? How successful are they

and why?

# **The ideal state**

How would the ideal state look like if the problem

was solved?

How would the dynamics

among the key stakeholders change? How the experience of the primary users would be

better?

### Business Problem Definition ● [George Krasadakis](https://www.theinnovationmode.com/george-krasadakis?source=problemdefdoc) ● [Innovation Advisory Services](https://www.theinnovationmode.com/innovation-services)

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| **B: WHO OWNS THIS DOCUMENT?** | |
| **Business Area** | *The business areas owning this document* |
|  |  |
| **Compiled by** | *The owner of the document* **On** *19 September 2021* |

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